

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Diageo North America, Inc.		05/31/2007	CORPORATION: CONNECTICUT

## RECEIVING PARTY DATA

Name:	Diageo Brands B.V.
Street Address:	Molenwerf 10-12
City:	1014 BG Amsterdam
State/Country:	NETHERLANDS
Entity Type:	Private Limited Company: NETHERLANDS

## PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	668124	GORDON'S
Registration Number:	341156	GORDON'S
Registration Number:	2865218	
Registration Number:	2234416	
Registration Number:	2253749	
Registration Number:	2874781	RUMPLE MINZE
Registration Number:	1034987	YUKON JACK
Serial Number:	78797284	GORDON'S
Serial Number:	78803527	GORDON'S
Serial Number:	78940055	
Serial Number:	78940080	GORDON'S

## CORRESPONDENCE DATA

Fax Number: (202)739-3001

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 2027395093

TRADEMARK

REEL: 003556 FRAME: 0252

900078662

CH \$290.00 668124

Email: kaltoff@morganlewis.com, trademarks@morganlewis.com,  
ateixeira@morganlewis.com  
Correspondent Name: Kristin H. Altoff c/o Morgan Lewis  
Address Line 1: 1111 Pennsylvania Avenue, NW  
Address Line 2: Attention: TMSU  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:

046411-0476

**DOMESTIC REPRESENTATIVE**

Name: Kristin H. Altoff c/o Morgan Lewis  
Address Line 1: 1111 Pennsylvania Avenue, NW  
Address Line 2: Attention: TMSU  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:

Kristin H. Altoff

Signature:

/Kristin H. Altoff/

Date:

06/06/2007

Total Attachments: 2

source=ASSIGNMENT#page1.tif

source=ASSIGNMENT#page2.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Diageo North America, Inc., a company organized and existing under the laws of Connecticut, U.S.A. and having its principal place of business at 801 Main Avenue, Norwalk, Connecticut, 06851, U.S.A. (hereinafter "Assignor"), in favor of Diageo Brands B.V., a private limited company existing under the laws of The Netherlands, located at Molenwerf 10-12, 1014 BG Amsterdam, The Netherlands (hereinafter "Assignee").


WHEREAS, the Assignor was the owner of the Marks listed on the attached Schedule, the goodwill of the business associated with the marks, and the business to which the Marks pertain, and desires to confirm having assigned all of its right, title, and interest in and to the Marks along with the associated goodwill and the portion of the business to which the Marks pertain to the Assignee.

WHEREAS, Assignor did, on May 31, 2007, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Marks, their associated goodwill, and the portion of the business to which the Marks pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of May 31, 2007, its entire right, title and interest in and to Marks, their associated goodwill, and the portion of the business to which the Marks pertain, including the right to sue for and receive all damages from past infringements of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 31st day of May 2007.

**Diageo North America, Inc.**

By:   
Name: Joseph Barry  
Title: Authorized Signatory

## **SCHEDULE OF MARKS**

<b>MARK</b>	<b>REG. / APP. NO.</b>
GORDON'S - Word Block Letters	668124
GORDON'S - Stylised Word	341156
GORDON'S BOAR'S HEAD - Device	2865218
GORDON'S Blank Export Label - Version 2 - in colour	2234416
GORDON'S Blank Export Label - Version 3	2253749
GORDON'S Export Label (2005) in colour	78/797284
GORDON'S Export Label (2005) in black & white (w/out shading)	78/803527
GORDON'S EXPORT Bottle (2005) - 3D	78/940055
GORDON'S Export Bottle Get-Up (2005) - black & white	78/940080
RUMPLE MINZE - Word Block Letters	2874781
YUKON JACK - Word Block Letters	1034987